



YOOX.COM has been recognized as one of the top 100 greatest shops worldwide.



100 GREAT SHOPS
The secret addresses you must know

You **love** it
 They **hate** it
 The looks that divide



VOGUE SHOPS

40 PINUP STARS Swimwear with lashings of sex appeal: think bright colours and bold prints. Its bikinis have been worn by some of the world's best bodies - Naomi Campbell, Beyoncé and Gisele included. Stocked at Harrod's

41 GO CLOTHING On this American website you can choose from a vast number of women's labels (53, to be precise). You won't have heard of many of the brands - part of its charm - but we like the great-priced CAC California tees. goclothing.com

42 YOOX This website specialises in last season's designer hits. You'll find Chloé, Alexander McQueen, Yves Saint Laurent and a great selection of basics. yoox.com

43 START This mid-department store is London's answer to LA's Fred Segal. Here you will find

womenwear with a good selection of labels, including Miu Miu, Rick Owens and Helmut Lang. 59 Rivington Street, EC2 (020 7759 8636; start-london.com)

44 ANTIPODIUM Conscious of avoiding the Aussie swim/surfwear stereotype, this store proves that Antipodean designers can do beach, day and evening with equal amounts of style. 96 Carlsie Street, W1 (020 7287 3841; antipodium.com)

45 MAROSA Emma Harbury's passion for travelling is reflected in her designs. She encapsulates this summer's ethnic vibe by creating tailored looks out of exotic finds. Wembury House, Wembury, Devon (Marosa.co.uk)

46 CAROLINE GROVES A bespoke shoemaker whose inspiration comes largely from the Forties.

47 THE COSTUME STUDIO The ultimate fancy-dress shop, this huge warehouse is stuffed full of every kind of historically accurate outfit. 184 Westbourne Grove, W1 (020 7792 8000)

48 HUSH Dedicated to comfort, this website is the branchchild of

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51 ETC On this website you'll find every version of this summer's shoe - all made in Spain. Choose from striped, floral or plain fabrics, and flat or wedge styles. Espanolivetec.com

52 GENERAL STORE A clever and fun concept, this store sells everything under the sun - from fig trees and clothes pegs >

100 shopping secrets

37 CHLOE'S STREET 37 Chloé's Street, W1 (020 7935 2329; Carolinegroves.co.uk)

47 ESK ANDER Eskander specialises in oversized luxurious designs in cashmere, and antique French linens. 134 Lots Road, SW10 (020 7531 2333)

48 SHEILA COOK A boutique source for London's top stylists and Hollywood costume designers, Sheila Cook

an Australian seeking the warmth of home. Find the snuggiest pyjamas and cardie-wraps for winter, and the crispest cotton kaftans for summer. (020 7622 3725; hush-uk.com)

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JOHNNY ROCKET

LUCKY

inside information